

# Ad Specifications

## OCTOBER 30 - FILES DUE AT PINC

### DIMENSIONS

#### Full-page Ad

8.5"W x 11"H Bleed - .125" all dimensions.

Live area - .5" allow margin all dimensions

#### Half-page Horizontal

7.5"W x 4.875"H

#### Half-page Vertical

3.625"W x 9"H (available in Paper Section only)

#### Full column/half page Ad – Member Listing Section only

3.5"W x 9.375" (H - maximum)

See examples on next page.

### REQUIRED FILE NAMING CONVENTION

Files must be named with

- Company Name\_
- BG10\_
- Ad size (FullPage, HalfPageV or H, FullCol
- File extension

E.g. XYZLith\_BG10\_HalfPageH.pdf

### SUBMITTING YOUR FILE

#### Email

Files under 1.5 MB may be sent to

diane@pinc.org.

Subject line must include logo information

e.g. XYZLitho - BG10 Full Page ad.

Please include your production contact information in this email.

#### FTP

Files larger than 1.5 MB may be uploaded to our ftp site.

Use the folder named:

BG10\_MEMBER\_ADS\_HERE

Hostname: ftp.pinc.org

Username: guest

Password: pinc

You must use an ftp client program and be in passive mode, a browser will not work on this site.

**Please send an email to [diane@pinc.org](mailto:diane@pinc.org) to let us know that you have uploaded files.**

#### Mail

If sending CD or DVD, please notify us by email.

Include printed proof and send media to:

#### PINC

Attn: Diane Gong

665 Third Street, Suite 500, San Francisco, CA 94107

1-800-659-3363

### FILE PREPARATION

#### Basics

- Placed art is minimum 300 PPI at 100%.
- All colors CMYK – no spot colors (convert spot to process).
- Convert all blacks to rich black – 30% C, 30% M, 30% Y, 100% K
- Avoid small type built with more than 2 process colors.

#### Preferred File Format

- Hi-res PDF created with special PINC Settings from InDesign CS2/3.
- Download these settings from Buyers Guide web site [www.buyersguide.pinc.org/](http://www.buyersguide.pinc.org/)

#### Accepted File Formats:

##### Native Adobe Illustrator CS2/3

- Embed all links, minimum 300 PPI at 100%.
- Outline all fonts.
- All colors CMYK – no spot colors.

##### Adobe Illustrator EPS Files

- Embed all links, minimum 300 PPI at 100%.
- Outline all fonts.
- All colors CMYK – no spot colors.

##### TIFF Files

- 300 PPI at final size.
- Flattened
- All colors CMYK – no spot colors.

### LOGOS

All advertisers receive a logo on their Buyers Guide page and their PrintAccess page. Make sure that you provide a logo file and ad files by October 30. Download the Logo Specs.

**Questions – Contact Diane Gong – [diane@pinc.org](mailto:diane@pinc.org)**

## DEADLINE - OCTOBER 30



PINC

665 Third Street, Suite 500 San Francisco, CA 94107  
1.800.659.3363